

SYLLABUS (UG) MASS COMMUNICATION-VIDEO PRODUCTION

SEM 1: MJ 1 - COMMUNICATION AND MEDIA (4 CREDITS)

Course Objective: The objective of this major paper/course is to familiarise students to the universe of communication and media through concepts, models and theories. They must be able to understand the media ecology and how it functions.

Learning Outcome:

After the completion of this paper students will get to:

- Conceptualise communication, process, history, types and levels
- Define mass communication from traditional to social media
- Understand about the theories and models of communication
- Learn Communication in relation with society at large

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1: Introduction to Communication

- Concept and Definition of Communication, Concept of Sadharanikaran, Importance of Communication
- Types of Communication (Verbal and Non-Verbal), Forms/Levels of Communication
- Mass Communication & its process, Marshall McLuhan's Concept
- Types of Media for Mass Communication
- Barriers in Communication, Seven C's of Communication

Unit 2: Models of Communication

- Aristotle's Model, Harold Dwight Lasswell's Model, Shannon and Weaver's Model, Osgood's Model, Wilbur Schramm's Model
- Berlo's Model, Newcomb's Model, George Gerbner's Model, Dance's Model, Spiral of Silence Model
- Transmission Models, Ritual or Expressive Models

Unit 3: Theories of Communication

- Normative Theories of Press, Mass Society Theory
- Media Effects: Hypodermic Needle Theory, Two-step flow, and Multi-step flow, Personal Influence Theory, Gate Keeping
- Sociological Communications Theories: Agenda Setting Theory, Cultivation Theory, Uses and Gratification theory
- Behavioural Theories: Individual Difference Theory, Cognitive Dissonance theory

Unit 4: Media & Everyday Life

- Discussions around Mediated & Non-Mediated Communication
- Folk or Traditional Media: Concept, Types, and Scope

- Social Media, Convergence Media
- Public Opinion, Publicity, Propaganda, Media & Public Sphere
- Discussions around Media & Everyday Life

Practical (Studio/Field) Work

- Prepare a project report based on survey to study the media preference in a specific group
- Prepare the above report in 1000 words types in Hindi font, (KrutiDev or Mangal)

Suggested Readings:

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (New Ed.)
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States: Sage.
- Ruffner Michael and Burgoon Michael, (1981). *Interpersonal Communication*, New York, Holt, Rinehart and Winston.
- Fiske John, (1982). *Introduction to Communication Studies*, Routledge Publication.
- Gupta, M.R (2010). *Mass Communication : A Simple Approach*, New Delhi: Raj Publications.
- Adler. Ronald. (2013). *Understanding Human Communication*, Delhi: Oxford University.

SYLLABUS UG MINOR 1

MINOR- 1 – INTRODUCTION TO MASS COMMUNICATION (4 CREDITS)

Course Objective: The objective of this paper/course is to familiarise students to the universe of communication and media through concepts, different types of mass media and its importance. They must be able to understand the media ecology and how it functions. The aim is also to make them acquainted with print media and related personalities.

Learning Outcome:

After the completion of this paper students will get to:

- Understand communication, process, types and levels
- Define mass communication from traditional to new media
- Learn Communication in relation with society at large
- Understand the concept of print media

4 CREDITS = 2L + 1T + 1P

75 Hours = 30 Hrs. + 15 Hrs. + 30 Hrs.

Unit 1: Media: An Introduction

- Beginning of Communication: Historical Perspective
- Traditional Folk Media
- Print, Radio, Television
- Social Media, New Media

Unit 2: Introduction to Print Media - I

- Print Media: Definition, Characteristics and Significance
- Types of Print Media
- Journalism: Concept, Functions and Significance
- Trends in Journalism

Unit 3: Introduction to Print Media - II

- Major Newspapers: Bengal Gazette, Udant Martand, Jam-i-Jahan-Numa
- The Times of India, The Hindu, Prabhat Khabar
- Major Personalities in Print Media in India: Raja Ram Mohan Roy, Mahatma Gandhi, Bal Gangadhar Tilak, Ganesh Shankar Vidyarthi, B.R. Ambedkar

Unit 4: Media & Everyday Life

- Discussions around Media & Everyday Life
- Public Opinion, Publicity, Propaganda
- Media & Public Sphere
- Social Responsibilities of Media

Practical Work

- Prepare a Project File on Famous Journalists.
- Prepare a Report on the Given Contemporary Issue being Discussed in Media.

Suggested Readings:

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (New Ed.)
- Adler. Ronald. (2013). *Understanding Human Communication*, Delhi: Oxford University.
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States:

Sage.

- Gupta, M.R (2010). *Mass Communication : A Simple Approach*, New Delhi: Raj Publications.
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